

Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

Get Rock Star Exposure to Help You Power Your Business and Double Your Impact - Checklist

- I have decided which parts of my social media presences to automate, which I plan to do by using:
 - Social media management apps and suites
 - A VA experienced in social media management
- I am looking for buzz-creation opportunities, taking advantage of:
 - Holidays
 - Seasons
 - Events
 - Milestones
 - Any publicity, both negative and positive
 - Other _____
- I have created a superior affiliate program and JV opportunities, featuring:
 - Unique, top-quality resources
 - Rewards and bonuses
 - High or full commissions
 - Lifetime cookies
 - Community-building
 - Cash rewards
 - Other _____
- I have ensured my affiliate program is well-managed and runs smoothly by:
 - Hiring an affiliate manager
 - Hiring a VA skilled in affiliate management
 - Using an affiliate management system (or software)
 - Using a third-party network to manage my affiliates (e.g. Clickbank, Amazon)
 - Other _____
- I have educated my affiliates
- I have made it really easy for JV partners to promote my products by:

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- Sending them their affiliate link
- Sending them to a resources page with custom resources
- Allowing them to brand my product or promotional material
- Tailoring my product to their subscribers
- Approaching JV partners whose subscribers would be a natural fit with my product
- Offering performance-based bonuses
- Offering high cash rewards
- Other _____
- I have a professionally designed, well-branded website with strong headlines, sub-heads and calls to action
- I have decided whether or not to advertise at this point
- I have decided to:
 - Hire an ad manager
 - Hire a VA skilled in ad management
 - Use an advertising management company
 - Other _____
- I have considered making my your interview with a JV partner into a product we can both share or sell
- I am creating weekly or bi-monthly videos and using them as alternate blog posts, so people get used to seeing me, face to face
- I am working proactively to make myself more visible
- I am making myself available for interviews on:
 - Blogs
 - Podcasts
 - Webinars and teleseminars
 - Talk Radio shows
 - Local radio shows or newspapers
 - Other _____
- I am promoting my interviews on my Facebook Page
- I have created a media section on my website and populated it with:

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- Press releases
- Professional-quality photos
- Videos they can embed
- Archives of previous interviews journalists, affiliates and JV partners can research and quote
- Other _____
- I am considering other traffic-generating and community-building strategies such as:
 - Creating a Facebook Group
 - Creating resources for LinkedIn Groups I belong to (or have started)
 - Claiming my presence in directories
 - Local
 - Online
 - Considering a coach or coaching resources

(If you can't yet afford the coach you want, look for resources and help on coaching websites such as [CoachGlue](#) and [TimeFreedomBusiness](#).)
- I am setting aside a regular block of time every day to work on my own goals and self-development and/or business, rather than on my client's
- I have learned how to leverage the power of other people!

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Jennifer

I hope you find this guide useful. Here are some other resources that might interest you:

Interested in my mastermind? [Contact me](#)

Interested in my online programs for learning on your own time?

<http://www.InspiredInfluencers.com>

Join my community:

<https://www.facebook.com/groups/askjennifer/>

Join my membership to connect with like-minded leaders, get a directory listing, and attend my online and offline events:

<https://www.inspireinfluencers.com/membership/>

Subscribe to get more great gifts [CLICK HERE](#)

Tell us more about your business in my Facebook Group:

<https://www.facebook.com/groups/inspireinfluencers/>

More ways to connect!

Facebook Page: <https://www.facebook.com/inspireinfluencers/>

Facebook: <https://www.facebook.com/jennifer.henczel>

Instagram: <https://www.instagram.com/jhenczel/>

Twitter: <https://twitter.com/jhenczel>

Linkedin: <https://www.linkedin.com/in/jenniferhenczel>